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POT-GROWN AZALEAS FOR FORCING

A Timely Discussion of
Successful Methods of
forcing these plants during the winter
months, for Easter and for Mother's Day,

INCLUDING

descriptions of several varieties of Forcing
Azaleas and their respective values to the
forcer.

LEACH'S NURSERIES

Riverton, N. J.

Wholesale Growers of
Forcing Azaleas

Since 1922

Supreme Quality Always—
at the Right Price

FOR QUICK TURNOVER
and
SATISFACTORY PROFITS

FORCE AZALEAS



Only a few weeks on the bench.
Showy, enduring flowers.
Easy retail seller.
100-150% profit.

The Most Profitable of Winter-Blooming Plants

Foreword

We have been growing Forcing Azaleas for the trade for the past 14 years. Our production of these plants has steadily increased each year and our records show a consistent percentage of repeat orders.

Our correspondence also shows that a very large number of florist-growers wish to buy and force these gorgeous plants for their local trade but hesitate to do so on account of their lack of knowledge on the subject, and for fear that they will fail or pay too dearly for the necessary experience.

We, therefore, submit the following discussion of Azalea varieties with directions as to when and how to force, and have tried to cover every possible question that may arise.

We hope that florist-growers not now handling Azaleas will gain confidence from these simple instructions, and give Azaleas a proper trial.

Azaleas are a very quick and profitable winter turnover. We ship them to you. You flower them on the bench in from 3 to 5 weeks and retail them at 100 to 150 per cent gross profit. Your trade will buy them readily all thru the winter months because they are showy and last a long time in bloom in heated rooms. We force thousands of Azaleas for Easter and Mother's Day, timed just right for you to finish for your holiday trade. Telegraph orders shipped up to Thursday before holidays.

As specialists in Azalea production we can continue in business only by supplying you with first-class stock at a price which will enable you to re-sell at a satisfactory profit. Only a specialist growing in quantity can offer plants such as ours at the low prices quoted in enclosed price list.

Our business policy for 14 years has been:
Supreme Quality Always—at the Right Price

B. R. LEACH

Riverton, N. J.

Pot-Grown Azaleas Are Best

All our Forcing Azaleas, as offered, are pot grown. During the growing season each plant is frequently pinched and shaped up to make the finished product. The spread of the plant and the size of the pot are in proper proportion. When you receive the plants they have a solid pot ball ready to slip into a pot and put on the bench.

Pot-grown Azaleas, (as with all other pot-grown forcing stock) are easier and quicker to force and have larger and more brilliantly colored flowers. If you buy bed-grown stock the ball is so big that you have to tear off two-thirds of the roots to get them into a pot. This takes a lot of time, plus express on the soil and roots you tear off. Unless you do this potting mighty early in the Fall, the plant cannot make new roots in the pot and when you force them you get small, wrinkled, washed-out flowers.

Buy pot-grown Azaleas and avoid all unnecessary work, express charges and uncertainty.

Our Winter Storage and Forcing Layout

All our Azaleas for forcing or to be sold for forcing during the winter months and for Easter are wintered in sunny, well ventilated sash houses at a night temperature of 38-40 degrees, the temperature being maintained by electrically controlled thermostats.

Stocks of certain varieties intended for Mother's Day are wintered in deep cold pits protected by sash and straw mats.

It costs real money to winter forcing stock in this way, but it is the only way to insure perfect plants with all the late-maturing top buds unblasted. You cannot be sure of perfect buds if you buy your forcing Azaleas from a grower who does not house his saleable stock during the winter. He may sell cheaper but three years out of four the late-maturing buds will be blasted.

Packing and Shipping

When we receive your order the plants are knocked out of the pots and each plant is wrapped separately in paper; and the plants are then packed in corrugated, fibre-board boxes of light weight but very strong construction. These boxes weigh only 20% as much as a wooden box of equal size, and, inasmuch as there are no nails and wooden cleats to fight, you can unpack the shipment in a jiffy.

Aside from saving in express charges and ease in unpacking, these fibre-board cartons are vastly superior to wooden boxes lined with paper when it comes to winter shipments during bitter weather. They are practically air tight and they certainly get the plants to you with the buds unharmed.

We have been packing Forcing Azaleas for many years and guarantee to get the plants to you in first-class condition at the lowest possible express charges. These plants travel by express at the second-class rate. **We do not recommend freight shipments during the winter months.**

Here are the weights of each plant size when packed:

3 inch pot averages	10-12 ounces
4 inch pot	1½ to 2 pounds
5 inch pot	2½ to 3 pounds
6 inch pot	3 to 3½ pounds

Discussion and Description of Varieties

Japanese Kurume Azaleas, as a class, can be forced into bloom under glass for Christmas and on thru the season until Mother's Day but each variety has a definite period when it forces most readily. The variety "Coral Bell," for instance, is the best variety for early winter forcing. It can be flowered for Christmas (when pot-grown) and blooms readily during January and February.

Such varieties as Hinodigeri, Pink Pearl, and Bridesmaid do not flower readily under glass prior to February first but are easily brought in for Valentine's Day, Easter and Mother's Day.

Madame Pericat is distinctly **not** a winter forcer, in fact it has to be pushed very hard to get it into bloom by April first. This new variety, due to its late blooming habit and gorgeous coloring, is of decided value for Mother's Day because it is easy to hold back under cool glass and we can ship them to you any time within three weeks before Mother's Day and they will be still tight budded and come in just right under your regular greenhouse temperatures. Madame Pericat is a beautiful and unique color (see description, page 5) and we recommend that you give it a trial and see for yourself. It created a sensation at the 1932 Philadelphia Flower Show, but stock of this variety is still on the short side. We have only 1,500 plants to offer this year in 3, 4 and 5 inch pots, so order early if you want to get the classiest of Mother's Day Azaleas.

Description of Varieties

Coral Bell. Generally conceded to be the classiest Japanese Kurume Azalea in commerce. Women instinctively admire this variety on seeing it in bloom for the first time. When in bloom the plant is literally covered with long-lasting coral pink flowers of an unusually brilliant, scintillating character, interspersed with shining deep green leaves. **Daintiness** is the word that best describes this variety. A strong seller everywhere.

Coral Bell is in all probability the most difficult of all Azaleas to grow, and the easiest of all Azaleas to force, can be brought in for Christmas without trouble. In view of the fact that it is so easily forced early in the winter, Coral Bell is also an outstanding variety for Valentine's Day, and the color of the flowers is in keeping with the spirit of the occasion.

This holiday is rapidly becoming a source of profit to the trade thru the sale of Azaleas in bloom, especially in the 3 and 4 inch pot sizes. On this date the public demands colors which are symbolic of approaching Spring. Coral Bell is like a breath of Spring.

The following varieties are especially valuable for bringing into bloom from February first on thru the balance of the season ending on Mother's Day. They all force at just about the same rate of speed and can therefore be handled as one lot; they also give you a good range of popular colors from Valentine's Day on.

Hinodigeri. Vivid scarlet-cerise flowers, compact type of plant and good foliage. Easy to force and easy to sell. An old variety but still the best selling and most popular Azalea for the average retailer because the bright, fire-engine red color of this variety appeals to all classes. Sixty per cent of your total order should consist of Hinodigeri.

Pink Pearl. Showy salmon-pink flowers in dense clusters. Plant is of open growth and very graceful and dignified when in bloom. This variety appeals to those of your customers with an artistic sense who prefer a naturalistic pastel shade rather than the bold red of Hinodigeri.

Bridesmaid. Glowing deep-pink flowers. Extra good foliage. Compact plant. Will "hit the spot" with a certain percentage of your better class customers.

Madame Pericat. As previously stated, the variety Madame Pericat is not a winter forcer. It will hold the stage for Mother's Day. An open type of growth with clean light green foliage. The flowers are extra large and almost semi-double, averaging 2 to 2½ inches in diameter. The color is probably best described as a soft baby-pink of an unusual brilliancy and sheen. We have never had any Azalea blooming for Mother's Day that maintained its flowers so long in such good condition as Pericat. Due to the open nature of the growth each big flower stands out by itself and gives the plant a dignity and poise found in no other variety. The women react to it right—they buy it.*

Notes on Forcing Azaleas

Unpacking Shipment. When you receive the shipment unwrap the plants, slip each one into a pot and firm them down. This operation takes only a few seconds as there is no tearing off of roots or shaking off dirt and other annoying operations which chew up time when you buy balled and burlapped, bed or field-grown stock.

After potting give them a thorough watering including the tops. In mid-afternoon you can put them on the bench in a 50-55 degree house where they will force nicely. If you want to speed up the forcing transfer them to a house with higher night temperature after a week at 50-55 degrees.

We cannot over-emphasize the necessity of frequent and sufficient watering. Our Azaleas are grown in oak leaf mold which holds all the water it needs and sheds the surplus like a tin roof. This oak leaf mold, however, being fibrous in nature does not stay moist as long as ordinary potting soil, especially when standing unplanted on a bench exposed to sun and air. Therefore water them more frequently than the other potted stock on your bench.

Nothing can prevent these Azaleas from coming into bloom if you keep them moist.

Do not apply any fertilizer or manure to our Azaleas while they are being forced, as each plant is fertilized by us before shipment.

They like warm, sunny daytime conditions, and syringing the tops helps the buds to break. Keep water off the tops after buds break.

Azaleas when half opened or even in bloom can be held in saleable condition for several weeks by placing in cool place out of sun and **keeping water off the flowers.**

We have prepared a table showing in condensed form the time required to bring Azaleas into bloom for definite dates during the forcing season.

*An Azalea plant in bloom is one-third larger than when in tight bud.

Number of Weeks of Forcing Required to Flower Various Azalea Varieties so as to Bring Them in at Definite Dates*

Variety	Christmas	Jan. 1—Feb. 1	Feb. 1—Mar. 1	Mar. 1—Apr. 1	Apr. 1—May 1	Mother's Day
Coral Bell	6 wks at 60°-65° 5 wks at 70°	5-6 wks at 50° 4-5 wks at 60°	4-5 wks at 50° 3-4 wks at 60°	3-4 wks at 50° 2-3 wks at 60°	Hold cool as possible	X X X
Hinodigeri					Order our timed plants and specify when you want them to bloom.**	
Pink Pearl	X X X	X X	X X			
Bridesmaid						
Madame						
Pericat	X X X	X X	X X	X X		

Seasonal green-house temperatures for 10 days to 2 weeks

* Forcing periods and night temperatures as given in table must of course be accompanied by warm, sunny daytime conditions. Study this table and then figure where, in your glass area, you have a few feet of bench space where you can put the Azaleas so as to give them the temperature they need. They are not fussy. Any corner will do but don't let them get dry at the roots. Keep the pots moist. ** All our Azaleas, not sold for winter forcing, are forced by us for Easter and Mother's Day. You can order anytime within 30 days of the holidays and the plants we send you will be timed just right to come in for the holidays. We ship right up to Thursday before holidays and will reserve orders placed in advance and do our best to take care of last-minute telegraph and telephone orders subject to stock being unsold.

SUGGESTIONS IN ORDERING

We recommend that 60% of your order consist of Hinodigeri. It is the best seller due to its bright, cerise-red color. The balance of your order may well consist of light colors. We recommend that 40 to 50% of your order consist of Azaleas in the 3 inch pot size, 30 to 40% in 4 inch pot size and 10 to 20% in 5 and 6 inch pot size.

We find that many new customers hesitate in ordering 3 inch pot Azaleas. They seem to think that they will be too small to make a showing. We assure you that this is not so. Last year old customers ordered heavily on threes and repeat orders from new customers (to whom we had included a sample three with their first order of larger sizes) also ran heavy on threes, so that we were sold out on this size ten days before Easter. This year we have increased production of threes and hope to have enough for both Easter and Mother's Day.

We, therefore, recommend that you force as many fives and sixes as you can sell at a price which will return you the right profit on the extra amount of bench space they need in forcing, but make the big play on threes and fours. These smaller sizes are just about in line with the size of most of today's retail buyers' pocketbooks. The smart retailer always has something to fit the modest buyer's purse. Never let them leave your place humiliated or embarrassed. They'll "knock" you all over the neighborhood.

Samples

Do not hesitate to order samples of any variety in any size. Plants speak louder than the printed word. Sample plants at the 10 rate. Minimum sample order \$2.00.

Small Orders

We ship hundreds of small orders and want hundreds more of them. Any order for \$2.00 or more is a good order from our standpoint, so don't be afraid you won't be taken care of. If you are uncertain just what to order send us the amount you want to spend and leave the selection to us. Mixed orders of more than one variety and size amounting to 25 or more plants will be sold at the 25 price.

For Price List of Azaleas

See next page.

PRICE LIST :: :: 1935-1936

All Azaleas here offered are pot-grown.

Coral Bell—3 inch pot, 6-8 inch
10 plants, \$2.00; 25 or more at 18 cents
4 inch pot, 7 to 9 inch spread and height
10 plants, \$4.50; 25 or more at 40 cents
5 inch pot, 8 to 11 inch spread and height
10 plants, \$6.50; 25 or more at 60 cents

Bridesmaid—Same sizes and prices as Coral Bell.

Hinodigeri—3 inch pot, 5 to 7 inch spread
12 plants, \$2.00; 25 or more at 15 cents
4 inch pot, 8 inch spread and height
10 plants, \$3.75; 25 or more at 35 cents
5 inch pot, 9 to 10 inch spread and height
10 plants, \$5.50; 25 or more at 50 cents
6 inch pot, 12 inch spread
10 plants, \$8.50; 25 or more at 80 cents

Pink Pearl—3 inch pot, 6 to 8 inch
10 plants, \$2.00; 25 or more at 18 cents
4 inch pot, 8 to 9 inch
10 plants, \$4.50; 25 or more at 40 cents.
5 in pot, 10 to 11 inch
10 plants, \$6.50; 25 or more at 60 cents

Madame Pericat—3 inch pot, 6 to 8 inch
10 plants, \$2.50; 25 or more at 20 cents
4 inch pot, 8 to 9 inch
10 plants, \$5.50; 25 or more at 50 cents
5 inch pot, 10 to 12 inch spread
10 plants, \$8.00; 25 or more at 75 cents

We will have several thousand $2\frac{1}{4}$ " pot size Azaleas for growing on ready to ship from April 1st.
If interested write for varieties and prices.

Nurseries at Cinnaminson, N. J.

Nine miles from Philadelphia on Burlington Pike (U.S. Route 130), N. J. Route 25.

Freight, Express and Post Office Address
Riverton, N. J.

Telephone, Riverton 683